



Request for Proposals (RFP)

UK Trade & Consumer Marketing Partnerships – Poland 2026

1. Issuing Organisation

The **Polish National Tourist Office (PNTO)** invites proposals from UK-based tour operators and travel agencies interested in partnering on **co-operative marketing activity** to promote Poland as a destination in the UK market during **2026**, with an emphasis on **Q1 or Q2 2026**.

2. Background

The UK remains a strategically important source market for Poland, particularly for cultural, heritage, and escorted touring travel. PNTO seeks to work in partnership with established UK travel trade partners to increase destination awareness, stimulate demand, and support commercial tour programmes to Poland.

This RFP is intended to identify **high-quality, measurable, and cost-effective marketing proposals** that align with PNTO's strategic objectives.

3. Objectives

Proposals should demonstrate how the activity will:

- Increase awareness and consideration of Poland among UK consumers
- Promote Poland's cultural, heritage, and experiential offer
- Support bookable tour products to Poland
- Deliver measurable reach and engagement within defined UK audiences
- Offer value for money through co-funded or leveraged media activity

4. Eligible Applicants

- UK-based tour operators
- Travel agencies and travel groups
- Specialist escorted touring operators
- Multi-brand travel businesses with owned media, CRM, or consumer platforms

Applicants must be able to demonstrate:

- An existing or planned commercial programme to Poland for 2026
- Access to defined UK consumer audiences



- Capability to deliver campaigns within the proposed timeframe

5. Campaign Timing

- Preferred campaign period: **Q1 or Q2 2026**
- Alternative timings may be proposed where justified.

6. Scope of Proposals

PNTO welcomes proposals that may include, but are not limited to:

6.1 Marketing Channels

- Print advertising or editorial partnerships
- Digital media and e-newsletters
- CRM and database marketing
- Owned media platforms (magazines, websites, apps)
- Integrated multi-channel campaigns

6.2 Content Focus

- Polish cultural and heritage highlights
- Cities, regions, and landscapes
- Escorted touring experiences
- Seasonal and thematic storytelling aligned with PNTO priorities

7. Budget & Co-operation Model

PNTO operates on a **co-operative marketing model**.

Applicants should:

- Clearly state the **total campaign value**
- Indicate the **financial contribution requested from PNTO**
- Specify any **in-kind or subsidised media value** offered by the applicant
- Demonstrate how PNTO funding will be leveraged to maximise reach and impact

Proposals offering strong **cost efficiency, audience relevance, and strategic fit** will be prioritised.



8. Measurement & Reporting

Proposals must include a clear outline of:

- Estimated reach
- KPIs and success metrics
- Post-campaign reporting commitments

9. Submission Requirements

Proposals should include:

1. Overview of the applicant and Poland product offering
2. Description of the proposed campaign activity
3. Target audience and estimated reach
4. Campaign timeline
5. Budget breakdown and PNTO contribution requested
6. Measurement and reporting approach

10. Evaluation Criteria

Proposals will be assessed based on:

- Strategic alignment with PNTO objectives
- Quality and relevance of the proposed activity
- Value for money and level of cost leverage
- Audience reach and targeting
- Deliverability within the proposed timeframe

11. Submission Deadline

- Proposal submission deadline: **30 January 2026**
- PNTO decision notification: **February 2026**

12. Contact Details

All proposals and enquiries should be submitted to: dorota.wojciechowska@pot.gov.pl